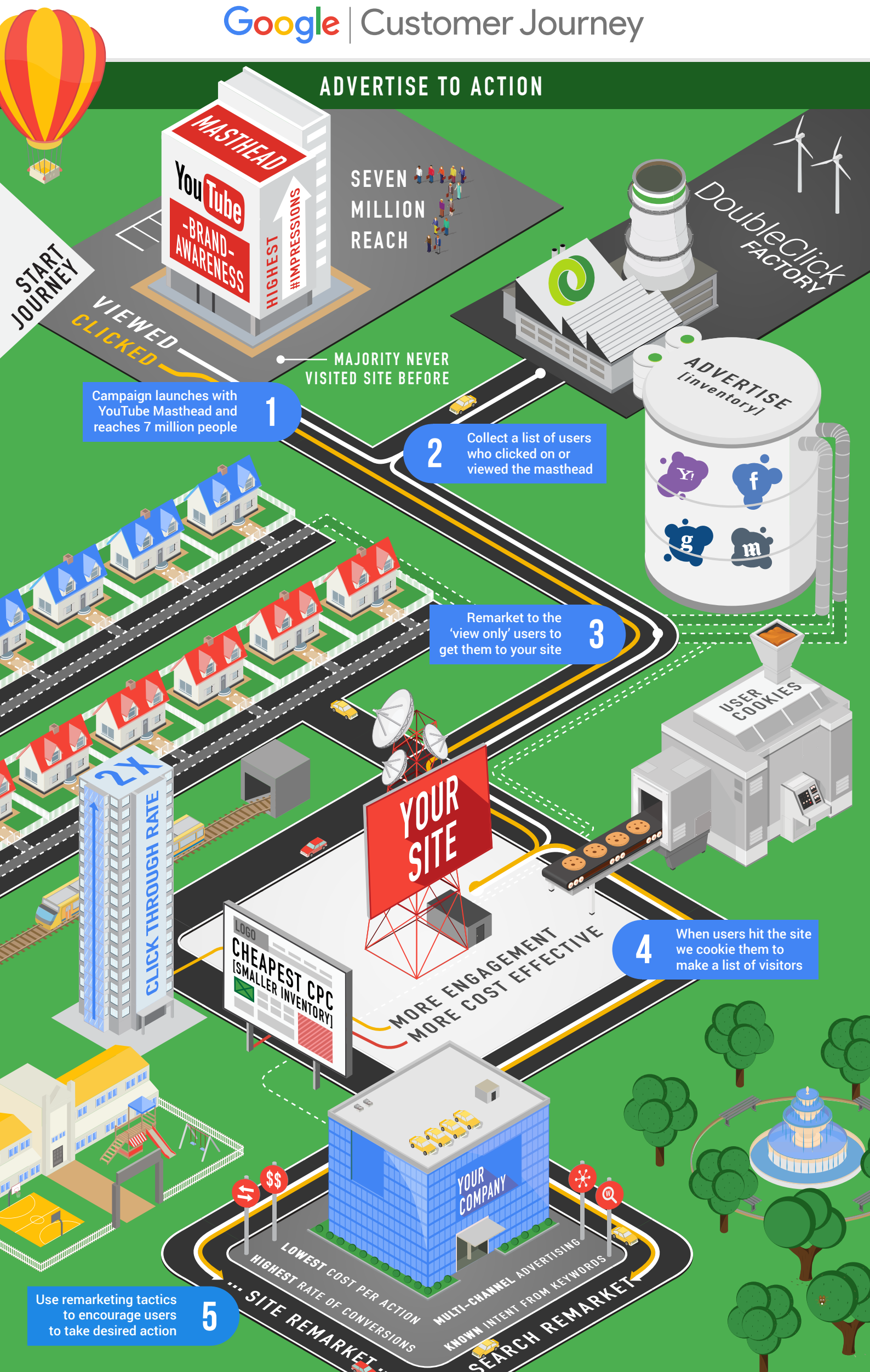


ADVERTISE TO ACTION



START JOURNEY

MASTHEAD
YouTube
-BRAND-AWARENESS
HIGHEST #IMPRESSIONS

SEVEN MILLION REACH

DoubleClick FACTORY

1 Campaign launches with YouTube Masthead and reaches 7 million people

2 Collect a list of users who clicked on or viewed the masthead

ADVERTISE [inventory]

Y! f g m

3 Remarket to the 'view only' users to get them to your site

USER COOKIES

4 When users hit the site we cookie them to make a list of visitors

2X
 CLICK THROUGH RATE

YOUR SITE

LOGO
CHEAPEST CPC
 [SMALLER INVENTORY]

MORE ENGAGEMENT
 MORE COST EFFECTIVE

5 Use remarketing tactics to encourage users to take desired action

YOUR COMPANY

LOWEST COST PER ACTION
 HIGHEST RATE OF CONVERSIONS
SITE REMARKET

MULTI-CHANNEL ADVERTISING
 KNOWN INTENT FROM KEYWORDS
SEARCH REMARKET



BOOK TEST DRIVE



FIND A DEALER

6



CONFIGURE CAR



VIEW BROCHURE